

TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL PAGE	ii
STATEMENT OF ORIGINALITY	iii
PREFACE	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF APPENDICES	ix
ABSTRACT	x
INTISARI	xi
CHAPTER I: INTRODUCTION	1
1.1. Background of the Study	1
1.2. Problem Definition	3
1.3. Research Questions	4
1.4. Research Objectives	5
1.5. Scope of Research	5
1.6. Contribution of Research	5
1.7. Writing Framework	6
CHAPTER II: THEORETICAL FRAMEWORK & LITERATURE	
REVIEW	8
2.1. Literature Review	8
2.1.1. Theory of planned behavior	8
2.1.2. Cognitive-affective model	9
2.1.3. Electronic word of mouth (eWOM)	11
2.1.4. Consumer animosity	12
2.1.5. Perceived efficacy	12
2.1.6. Purchase decision	14
2.1.7. Global political issues and MNCs: the case of McDonald's Indonesia	15
2.2. Hypothesis Development	16
2.2.1. Relationship between consumer animosity and purchase decision	16
2.2.2. Relationship between eWOM and purchase decision	16
2.2.3. Relationship between perceived efficacy and purchase decision	17
2.3. Research Model	17
CHAPTER III: RESEARCH METHODS	19
3.1. Research Design	19
3.2. Research Variable and Operational Definition	19
3.2.1. Consumer animosity	19
3.2.2. Electronic word-of-mouth (eWOM)	20

3.2.3.	Perceived efficacy	21
3.2.4.	Purchase decision	21
3.3.	Respondent and Sampling Method.....	22
3.3.1.	Respondent	22
3.3.2.	Sampling method and size.....	23
3.4.	Research object.....	23
3.5.	Data Collection Method	24
3.6.	Assumptions of Binary Logistic Regression Analysis	25
3.6.1.	Validity test	25
3.6.2.	Reliability test.....	25
3.6.3.	Multicollinearity test	26
3.7.	Analysis Method.....	26
3.7.1.	Instrument testing using SPSS.....	27
CHAPTER IV: RESULTS AND DISCUSSION		28
4.1.	Respondents Description	28
4.1.1.	Age demographic profile	28
4.1.2.	Domicile demographic profile.....	29
4.2.	Descriptive Statistics	31
4.3.	Descriptive Analysis of Variables on Demographic Profile	32
4.4.	Validity and Reliability Test	33
4.4.1.	Validity test analysis.....	33
4.4.2.	Reliability test analysis.....	35
4.5.	Multicollinearity Test	36
4.6.	Binary Logistic Regression	37
4.7.	Hypothesis Discussion.....	39
4.7.1.	Hypothesis 1	40
4.7.2.	Hypothesis 2	41
4.7.3.	Hypothesis 3	41
CHAPTER V: CONCLUSION.....		43
5.1.	Conclusion	43
5.2.	Managerial Implications	44
5.3.	Research Limitations	45
5.4.	Further Research.....	45
REFERENCES.....		47
APPENDIX		52